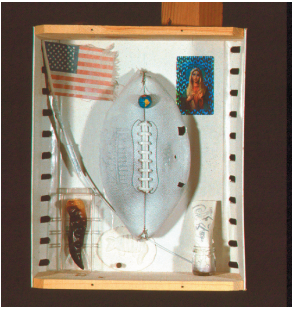
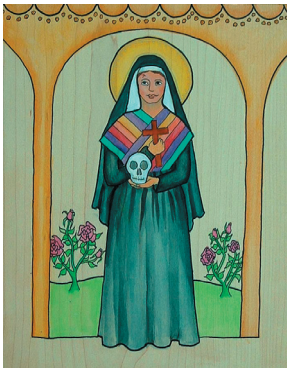


La Vida Local

July 18 - Sept. 7, 2006



"Construction for the Superbowl" by Ralph Cordova



"Santa Rita" by Susi Lerma



"Solo una Ficha" by Marco Albarrán



"Mother and Child" by Zarco Guerrero

"La Vida Local" is an expose by Mexican American and Anglo American artists, of mixed disciplines, embracing their multi-cultural community, through making art. The artwork on display represents the artists' views of the contemporary Mexican American community working and living in the American Southwest.

The exhibit features Tempe artist Ralph Cordova; Mesa artists Susi Lerma and Zarco Guerrero; and Chandler artist Marco Albarrán.

Cordova is a fifth-generation native Arizonan. He fancies himself a Pocho, Yankeeified, and Chicano. He grew up in the middle-class suburban neighborhood near McClintock High School. The thematic basis for his art is drawn heavily from his experience as a "suburban ethnic." He combines elements and symbols from both cultures and creates artwork, which may be humorous, satirical and/or controversial. He employs both visual and performance art mediums to express his observations concerning the broad spectrum of "Chicanesque visions;" the bicultural nature, which has emerged as people have struggled for their identity; and the pains and joys associated with the bicultural experience.

Albarrán was born on a small border town south of Yuma, in San Luis R. C. Sonora, Mexico. His major cultural influences are directly rooted to his family origins within the states of Guanajuato and Michoacán in México. Being exposed to the vivid colors and people's folklore images traditionally common on the streets, architecture and prominent festivals of Guanajuato and Michoacán, gave Marco the initial forms of cultural art and spirituality. Painting, as well as other forms of art, are a way of life for him. Albarrán uses found and natural materials to develop his altara and ofrendas (offerings), typically used for the "Dia de los Muertos." The Dia de los Muertos, or Day of the Dead, is an ancient celebration of life and dead in México. His altars and ofrendas have been showed at many sacred and not to sacred places all over the valley.

Guerrero was born and raised in Mesa and has been a force in the Arizona art scene since the early 70's as a multi-media artist and community arts advocate. He has participated in the Artist in Education program of the Arizona Arts Commission and has conducted workshops throughout the United States since 1972. He has had one-man shows in Mexico and throughout the U.S. He is the founder of Xicanindio Artes, Inc. In 1984, PBS broadcasted a one hour documentary about his art entitled, "The Mask of El Zarco." In 1986 he was awarded the prestigious Japan Fellowship from the National Endowment for the Arts and spent one year in Kyoto, Japan. From Japan, he investigated mask carving in Bali, Indonesia and China. In 1990, Guerrero was awarded the Arizona Commission on the Arts Artist Project Grant to pursue his mask carving in Mexico. He was the mask maker for "La Mascarada la Vida," a play by Childsplay, Inc., in which he also played the lead male and co-composed the musical score.